



Revive & Restore on sky **H | HISTORY**

Storage Wars



TYPE
Genre Sponsorship
Linear

DATES
12 Months

STATUS
Available from
8th April 2025

Contact Details
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Sky History: Pawn Stars

REVIVE & RESTORE SPONSORSHIP



The Opportunity

We are excited to announce the launch of a **brand-new sponsorship** package across Sky HISTORY – ‘Revive & Restore’.

This tailored package has been inspired by increased public popularity in upcycling your home goods and wardrobe, in addition to shopping more tactfully for the best buys. Sky HISTORY has several fan favourite shows dedicated to this space, so it is a great opportunity for brands to associate with sustainably-led content and reach a decision-making audience.

From long running beloved series such as ‘**Pawn Stars**’ and ‘**Storage Wars**’, our relatable yet inspiring stories are told through a contemporary and upbeat lens. Hosted by engaging talent, our shows highlight finding the value in goods around your home, and giving your treasured goods a new lease of life.

Key Benefits

Contextual Relevance: Position your brand alongside Sky HISTORY’s restoration programming, ensuring it resonates with affluent viewers who have a strong interest in upcycling, reselling, craftsmanship and adding value to your home.

Front-of-Mind Awareness: Achieve sustained visibility with over 130 hours of content per month, ensuring your brand remains top of-mind for viewers over a 12-month period.

Audience Insight



They have an eco-conscious wardrobe: Sky History viewers are willing to pay more for sustainable clothing (i144)



They want to live sustainably:

They are prepared to make lifestyle compromises that benefit the environment (i179)



Influenced by Advertising:

They are also prepared to pay more for environmentally friendly products (i146).

Source: TGI Barb: TGB2407MO TGI GB 2024 July (viewers vs non viewers)

Scheduling & Accreditation

- Daily presence on Sky HISTORY & Sky HISTORY 2
- 12 Months
- Approx. 62 hours of premiers per year and 68 hours of repeats per month on Sky HISTORY
- Approx. 68 hours of repeats per month on Sky HISTORY 2
- **2 x 10”** openers/closers and **6 x 5”** break bumpers



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